

# City of Leon Valley Logo Branding Update

City of Leon Valley City Council  
June 18, 2013

MDLG+  
COMPANY

# Brief Recap

- Town Hall event in January 2013 commenced rebranding effort
- About 50 participants were asked to identify Leon Valley strengths & advantages, and weaknesses & concerns
- Results collected and catalogued
- Survey asked participants to rate the results of the Town Hall, along with other issues related to rebranding

# Online Survey and Additional Input

- 87 respondents
  - Members of boards and commissions
  - Members of the Chamber of Commerce
  - Members of the Branding Committee
  - Open access promoted through Leon Valley website
- Additionally, meetings were held with:
  - Leon Valley Area Chamber of Commerce
  - Leon Valley Historical Society
  - Leon Valley Economic Development Corporation
  - Jim Reed, San Antonio Medical Foundation

# Leon Valley Insights

- A community with pride in its city, confidence in the city staff and services, and trust in its leadership
- A community that sees itself well positioned to take advantage of its proximity to the Medical Center, and other economic generators
- A community that sees Bandera Road as a main strip of the community, but offers too many go-through vs. go-to options
- A community that wants to revitalize its retail and business presence to take advantage of the traffic.

# Current Leon Valley Logo



# The Plan

- Consider the notion of Valley, along with Lion, and how those two could merge to represent an image that portrayed:
  - Strength and resolve
  - A quiet confidence
  - A fertile valley, ready to plant and grow business and community
  - A community with presence and awareness

# In the Creation of a Logo

- The five elements to be considered and achieved
  - Memorable
  - Relevant
  - Evokes an emotion
  - Timely and Timeless
  - Easy to Replicate

# The Branding Sub-Committee Members

- Chris Riley, Mayor
- Art Reyna, City Councilman
- Leticia Aleman
- Kim Crawford
- Joseph Coppola
- Carolyn Diaz
- Lyn Joseph
- Gene Marck
- Mike McCarley
- Cynthia Ruiz
- Herman Segovia
- Gail Tribble
- Olen Yarnell



# The Evolution of Efforts

## LION & VALLEY PROCESS



# Proposed Logo



# Proposed Logo in B/W



Questions?

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